

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



10/522439

(10) International Publication Number  
WO 2004/010389 A3(43) International Publication Date  
29 January 2004 (29.01.2004)

PCT

(51) International Patent Classification<sup>7</sup>: A63F 13/00(21) International Application Number:  
PCT/IL2003/000589

(22) International Filing Date: 17 July 2003 (17.07.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
IL150808 18 July 2002 (18.07.2002) IL

(71) Applicant (for all designated States except US): KIPEE - KIDS' INTERACTIVE PRODUCTS FOR EDUCATION &amp; ENTERTAINMENT [IL/IL]; P.O. Box 9187, 52960 Ramat-Efal (IL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): DAVID, Eli [IL/IL]; P.O. BOX 3211, 40591 BET-YEHOSHUA (IL). ASHAR,

Haim [IL/DE]; 88 HESSTR., 80798 Munich (DE). BEN-EFRAIM, Uri [IL/IL]; 6 KTSIAH STREET, 52960 RAMAT-EFAL (IL).

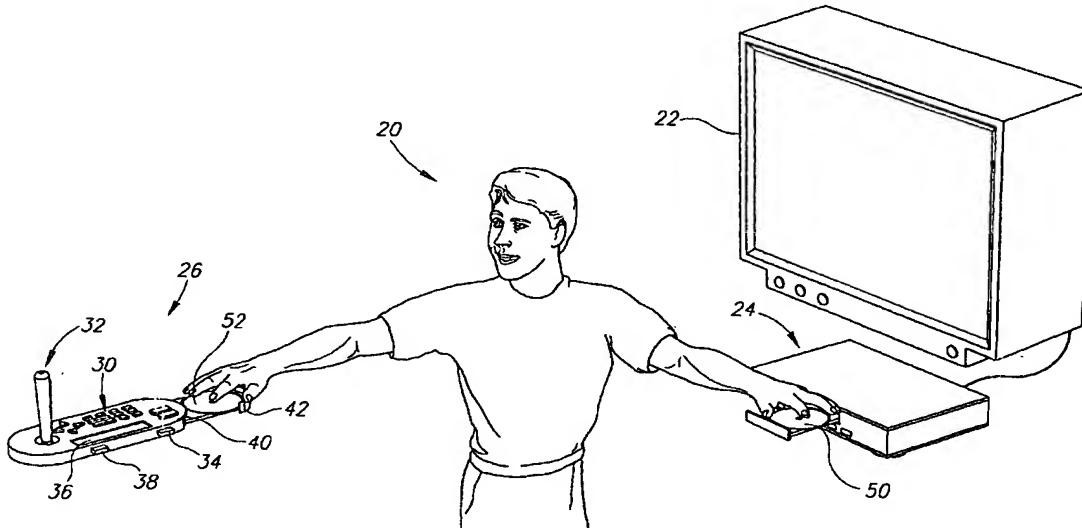
(74) Agents: FENSTER, Paul et al.; FENSTER &amp; COMPANY, INTELLECTUAL PROPERTY 2002 LTD., P. O. BOX 10256, 49002 PETACH TIKVA (IL).

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

*[Continued on next page]*

(54) Title: INTERACTIVE DVD APPLICATIONS



(57) Abstract: Apparatus for playing an interactive application using a DVD player (24) that generates images on a TV (22) responsive to addressed image data on a DVD (50), the apparatus comprising: a DVD (50) having application images encoded at addressed locations on the DVD; an interface unit (26) comprising an IR transmitter (34), at least one user input device and a processor; a readable memory device (RMD) (52), separate from the DVD (50), encoded with at least one algorithm for determining a DVD image address responsive to activation of the at least one input device by a user; wherein the processor determines an image address responsive to the at least one algorithm and activation of the at least one input device and controls the IR transmitter (34) to transmit an IR signal encoding the address to the DVD player.

WO 2004/010389 A3



**Declaration under Rule 4.17:**

— *of inventorship (Rule 4.17(iv)) for US only*

**Published:**

— *with international search report*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

**(88) Date of publication of the international search report:**

25 November 2004

# INTERNATIONAL SEARCH REPORT

International Application No

PCT/IL 03/00589

**A. CLASSIFICATION OF SUBJECT MATTER**  
IPC 7 A63F13/00

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)  
IPC 7 A63F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data, PAJ

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 462 275 A (GAMER ABRAM ET AL) 31 October 1995 (1995-10-31) abstract column 4, line 17 - column 5, line 7	1-25
X	US 4 662 635 A (ENOKIAN CRAIG) 5 May 1987 (1987-05-05) column 2, line 8 - column 4, line 24 column 6, line 24 - column 7, line 24; figures 1,6	1-25
X	WO 00/79467 A (KARMARKAR JAYANT S) 28 December 2000 (2000-12-28) page 2, line 36 - line 39 page 10, line 36 - line 39 page 12, line 5 - line 8 page 13, line 8 - line 20	1-25

-/-

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

\* Special categories of cited documents:

- \*A\* document defining the general state of the art which is not considered to be of particular relevance
- \*E\* earlier document but published on or after the international filing date
- \*L\* document which may throw doubt on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- \*O\* document referring to an oral disclosure, use, exhibition or other means
- \*P\* document published prior to the international filing date but later than the priority date claimed

- \*T\* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- \*X\* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- \*Y\* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
- \*&\* document member of the same patent family

Date of the actual completion of the international search

7 September 2004

Date of mailing of the international search report

20/09/2004

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2  
NL - 2280 HV Rijswijk  
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,  
Fax: (+31-70) 340-3016

Authorized officer

Mouton, B

## INTERNATIONAL SEARCH REPORT

International Application No

PCT/IL 03/00589

## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6 264 559 B1 (LAWRENCE LEE G ET AL) 24 July 2001 (2001-07-24) column 4, line 41 - column 6, line 65; figures 1-4 -----	1-3,18, 22-25
A	EP 0 888 019 A (HEWLETT PACKARD CO) 30 December 1998 (1998-12-30) abstract column 9, line 12 - line 25; figures 2-4 -----	12,13
A	DE 100 06 495 A (KAISER MICHAEL) 30 August 2001 (2001-08-30) the whole document -----	15,16
L	EP 1 400 267 A (BRIGHT THINGS LTD) 24 March 2004 (2004-03-24) the whole document -----	1-25

## INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/IL 03/00589

Patent document cited in search report		Publication date		Patent family member(s)		Publication date
US 5462275	A	31-10-1995	US	5695401 A		09-12-1997
US 4662635	A	05-05-1987	NONE			
WO 0079467	A	28-12-2000	US	6508709 B1		21-01-2003
			AU	761508 B2		05-06-2003
			AU	6404900 A		09-01-2001
			CA	2377577 A1		28-12-2000
			EP	1188140 A2		20-03-2002
			WO	0079467 A2		28-12-2000
			US	2003109306 A1		12-06-2003
			ZA	200200377 A		16-01-2003
US 6264559	B1	24-07-2001	US	2001034269 A1		25-10-2001
EP 0888019	A	30-12-1998	EP	0888019 A1		30-12-1998
			US	6141042 A		31-10-2000
DE 10006495	A	30-08-2001	DE	10006495 A1		30-08-2001
EP 1400267	A	24-03-2004	US	2004054826 A1		18-03-2004
			EP	1400267 A1		24-03-2004